

Adapting to a New Global Trade Environment

Reston, Virginia

May 12 – 13, 2003

Day One -- May 12, 2003

7:45 a.m. **Registration, Coffee and Continental Breakfast**

8:30 a.m. **Welcome**

Maria Cino, Assistant Secretary & Director General, U.S. Commercial Service

8:35 a.m. **Global Economic Outlook**

John Taylor, Under Secretary of Treasury for International Affairs (Invited): Update on the global economic outlook, coordinated action with G-8 and other economies to restore and accelerate global economic growth, and steps the U.S. is taking to encourage sustainable poverty reduction and promote productivity growth in the developing world.

9:00 a.m. **Global Trade Outlook**

Josette S. Shiner, Associate United States Trade Representative: Update on a new round of trade liberalization in the World Trade Organization, the Free Trade Agreements being negotiated with several countries (Australia, Central America, Morocco, and Southern Africa Customs Union), and prospects for further trade liberalization.

9:20 a.m. **Enhancing Trade and Development**

Thelma Askey, Director, U.S. Trade and Development Agency: Discussion and update on U.S. initiatives to support the development of modern infrastructure and to create an enabling environment for trade, investment, and sustainable economic development.

9:35 a.m. **Analyzing and Managing Market and Political Risk**

Peter Watson, President and Chief Executive Officer, Overseas Private Investment Corporation (Invited); Marc Grossman, Under Secretary of State for Political Affairs, U.S. Department of State (Invited); and Business Representative(s): Presentations and discussion on the current political and market risks associated with conducting international business; steps U.S. businesses can take to mitigate these risks; and the products and services available to business from the U.S. Government and private sector to manage these risks effectively in the international marketplace.

10:35 a.m. **Break**

10:50 a.m. **Promoting Regional Trade and U.S. Market Access**

Global Market Access and Compliance Outlook: *William H. Lash, III, Assistant Secretary of Commerce for Market Access and Compliance*

Examine the trade environment facing U.S. companies in:

Europe: *Charles A. Ford, Minister Counselor, U.S. Mission to the European Union (Invited)*

Latin America, the Caribbean and Canada: *Walter Bastian, Deputy Assistant Secretary for Western Hemisphere (Invited)*

Asia – Pacific: *Ralph F. Ives, Assistant U.S. Trade Representative for Asia – Pacific and APEC Affairs*

Africa and the Middle East: *Molly K. Williamson, Deputy Assistant Secretary for Africa and the Middle East*

12:20 p.m. **Lunch - Promoting and Protecting U.S. Exports**

Congressman Frank R. Wolf, Virginia, 10th District: Administration and Congressional views on how the U.S. Government is promoting and protecting U.S. exports

2:00 p.m. **Security Issues in International Trade**

Ambassador Francis X. Taylor, Assistant Secretary of State for Diplomatic Security (confirmed); Robert C. Bonner, Commissioner, U.S. Customs Service (Invited) and Lockheed Martin Corporation (confirmed):

Discussion on threats facing American businesses abroad; the impacts new security procedures are having on international trade; safeguards U.S. companies should employ to protect American citizens, facilities, and networks overseas; and steps companies can take to ensure uninterrupted flows of goods and services to customers and from suppliers.

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- 3:00 p.m. **Financing Global Deals and Projects**
Philip Merrill, Chairman, Export-Import Bank of the United States (Invited)
- 3:15 p.m. **Tools of International Trade**
Selena Jackson, International Public Affairs, UPS; Hector V. Barreto, Administrator, Small Business Administration (Invited): Session will showcase the international trade and project finance products available to exporters and investors from U.S. Government agencies (Small Business Administration, Export-Import Bank of the United States, and Overseas Private Investment Corporation) and from the private sector.
- 4:00 p.m. **Break**
- 4:15 p.m. **Regional Breakouts I (Regional Updates/Q&A) ***
Africa, Middle East, and South Asia (ANESA): Group roundtable discussion with Senior Commercial Officers to ANESA region

East Asia – Pacific (EAP): Group roundtable discussion with Senior Commercial Officers to EAP region

Europe and Eurasia (EUR): Group roundtable discussion with Senior Commercial Officers to EUR region

Latin America, the Caribbean and Canada (WHA): Group roundtable discussion with Senior Commercial Officers to WHA region
- 5:30 p.m. **Regional Breakouts II (Regional Updates/Q&A) ***
Repetition of *Regional Breakout* sessions will allow attendees to attend at least two regional breakouts.
- 6:45 p.m. **Regional Networking Reception**
The Honorable Donald L. Evans, Secretary of Commerce, Department of Commerce

*** - Participants can choose which regional breakout they would like to attend during each segment.**

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Day Two – May 13, 2003

8:00 a.m. **Registration, Coffee, and Continental Breakfast**

8:45 a.m. **Encouraging Small Business Exports**
Congressman Donald Manzullo, Illinois, 16th District

9:00 a.m. **Building Partnerships and Supplier Relationships Between Major U.S. Exporters and U.S. Small and Medium Enterprises (SMEs)**
Department of Defense (confirmed); Government Procurement for Small Business (Invited); and Business Panel discussing partnering relationships:
Session will showcase successful partnering relationships between large and small firms in the export sector. Participants will learn techniques for establishing a successful export-oriented business partnership between large and small/medium sized enterprises.

10:15 a.m. **Break**

10:30 a.m. **Industry Sector Breakouts**
Introduction by *Trade Development Assistant Secretary Linda Conlin*: Breakout sessions featuring updates and joint strategy sessions with industry leaders and senior commercial officers on new technologies, standards, procurement guidelines, regulatory developments, licensing requirements, and other issues affecting U.S. industry competitiveness in international markets.

Aerospace, Port Infrastructure, and Defense

Agribusiness and Consumer Products

Biotechnology, Healthcare Services, Medical Devices and Pharmaceuticals

Construction Equipment and Machine Tools

Energy, Water, and Environmental Technologies

Information Technologies and Communication Industries

Safety and Security Technologies

12:45 p.m. **Industry Networking Lunch**
Luncheon will feature more informal discussion between Senior Commercial Officers and business executives from specific industries featured in the previous segment.

2: 15 p.m. **Private Consultations with SCOs and Export Partners**
One-on-one consultations for business participants to discuss with Senior Commercial Officer and industry specialists specific market opportunities and interests, products, partners, technologies, and other business issues.

5:45 p.m. **Conclusion**